

CLAIMS

1. A method, comprising:

detecting when a new replaceable component is installed into a printing
5 device;

determining if the new replaceable component has a particular brand
name; and

providing a link to a restricted web site that is restricted to users of
products having the particular brand name if the new replaceable component is
10 determined to have the particular brand name.

2. The method as recited in claim 1, further comprising providing a
link to an unrestricted web site that is accessible to users of products having the
particular brand name and users of products not having the particular name
15 brand.

3. The method as recited in claim 1, wherein the determining if the
new replaceable component has a particular brand name further comprises
retrieving a brand identifier from component memory integrated with the new
20 replaceable component.

4. The method as recited in claim 3, wherein the component
memory further comprises radio frequency identification (RFID) memory.

5. The method as recited in claim 1, wherein the providing a link to a restricted web site further comprises providing a link to a restricted web site via a dedicated web browser that can only be used to access the restricted web site.

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6. The method as recited in claim 1, wherein:
the printing device is a laser printer; and
the replaceable component is a laser printer toner cartridge.

10 7.. A printing device, comprising:
a replaceable component;
means for identifying a brand name of the replaceable component;
a detector configured to detect when the replaceable component is initially installed;
15 a web browser configured to access a restricted web site that is restricted to users of replaceable components having a particular brand name; and
wherein the web browser is configured to access the restricted web site only if the brand name of the replaceable component is identified as being a replaceable component having the particular name brand.

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8.. The printing device as recited in claim 7, wherein the web browser is a dedicated web browser that can only access the restricted web site; and further comprising a general web browser that is configured to provide access to one or more unrestricted web sites to users of products not having the
5 particular brand name.

9. The printing device as recited in claim 7, wherein the means for identifying a name brand of a replaceable component further comprises an interrogator configured to read a brand identifier stored in component memory
10 integrated with the replaceable component, the brand identifier uniquely identifying a brand name of the replaceable component.

10. The printing device as recited in claim 9, wherein:
the interrogator further comprises a radio frequency identification
15 (RFID) interrogator; and
the component memory further comprises RFID memory.

11. The printing device as recited in claim 7, wherein the replaceable component further comprises a laser printer toner cartridge.
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12. The printing device as recited in claim 7, wherein the replaceable component further comprises an ink jet printer ink cartridge.

13. A printing device replaceable component, comprising:
a housing;
a toner supply;
component memory that stores a brand identifier; and
5 wherein the brand identifier is verified by a printing device in which the
replaceable component is installed before the printing device provides access to
a restricted web site.

14. The printing device replaceable component as recited in claim 13,
10 wherein the brand identifier can be used to uniquely identify a brand name of
the replaceable component.

15. The printing device replaceable component as recited in claim 13,
wherein the restricted website is restricted to users of printing devices that have
15 a particular brand name.

16. One or more computer-readable media containing computer-
executable instructions that, when executed on a computer, perform the
following steps:

20 identifying a brand of a component in a printing device;
providing access to a restricted web site of the brand of the component is
a particular brand.

17. The one or more computer-readable media as recited in claim 16,
further comprising computer-executable instructions that, when executed on a
computer, perform the following additional step:

providing access to one or more unrestricted web sites, whether or not

5 the component is the particular brand of component.

18. The one or more computer-readable media as recited in claim 16,
further comprising computer-executable instructions that, when executed on a
computer, perform the following additional step:

10 identifying a universal resource locator (URL) for the restricted web
site.

19. The one or more computer-readable media as recited in claim 16,
wherein the component is a replaceable component.

15 20. The one or more computer-readable media as recited in claim 16,
wherein the one or more computer-readable media are contained in a printer.

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